

ABSTRACT OF THE DISCLOSURE

A bus service guiding system is provided which enables a user to certainly get on a target shuttle bus or a like and to
5 certainly get off of the shuttle bus at a target bus stop without transmitting and receiving intense radio waves in a vehicle. A user terminal receives an e-mail address of an information providing service center from a queried-object notifying section and transmits a request for guidance information and information
10 about destination containing keywords. The information providing service center searches for a most suitable get-off bus stop out of bus stops associated with keywords and retrieves or performs computations related information to create guidance information, and transmits the created guidance information to the user
15 terminal. At a time of getting on, Guidance information and a get-off guidance request are transmitted from the user terminal by using Bluetooth technology. A vehicle-installed guidance server transmits get-off guidance information with specified timing based on a run-distance and vibration by a vibrating
20 section which prompts the user to get off of the shuttle bus.